



# VitaCherry®



## VitaCherry Highlights

|              | Freeze-Dried Sweet | Freeze-Dried Tart | HiActives |
|--------------|--------------------|-------------------|-----------|
| Anthocyanins | 0.7%               | 0.5%              | 0.8%      |
| Flavonoids   | N/A                | 1%                | N/A       |
| Kosher       | Yes                | Yes               | Yes       |
| GMO-Free     | Yes                | Yes               | Yes       |
| Color        | Red                | Red               | Red       |

### What is VitaCherry®?

VitaCherry is a line of highly concentrated, standardized cherry based ingredients that includes:

VitaCherry Freeze-Dried Sweet: Standardized sweet cherry powder

VitaCherry Freeze-Dried Tart: Tart cherry powder standardized to flavonoids and antioxidants

VitaCherry HiActives: Cherry powder standardized to anthocyanins

*Organic, drum-dried and spray-dried VitaCherry products are also available.*

### What are the health benefits of VitaCherry®?

The deep red color of cherries results from flavonoid antioxidants called anthocyanins. Studies of cherries suggest that anthocyanins promote healthy response to inflammatory conditions like arthritis and gout. Cherries may also protect the body against the damaging effects of free radicals, certain chronic diseases and cellular proliferation. Study results also indicate that cherries may help slow the build-up of arterial plaque by inhibiting the enzyme, cyclooxygenase (COX).

Science also suggests that anthocyanins could help reduce the risk of developing Type-2 diabetes. In one study, animal cells treated with anthocyanins from tart cherries increased insulin production up to 50% compared to unexposed cells.

### What structure function claims can I make for VitaCherry®?

Structure function claims for VitaCherry could include:

*Supports Healthy Immune Response      Promotes Cardiovascular Health*

*Promotes Healthy Brain Function      Supports Joint Flexibility and Health*

### Why choose antioxidants from FutureCeuticals?

FutureCeuticals offers unique products that provide a variety of antioxidants from different natural, plant-based sources. We also go beyond typical antioxidant measurements by standardizing our products to specific levels of anthocyanins and flavonoids. By offering a branded and standardized ingredient, we can help create differentiation when a product goes to market.

### How can you use VitaCherry®?

VitaCherry is ideal for nutraceutical and functional food products like capsules, tablets, and ready-to-mix beverages, among others. VitaCherry provides opportunities in markets such as children's nutrition, healthy aging and inflammation management.

For More Information:

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